

FOR IMMEDIATE RELEASE

May 1, 1997

CONTACT: Karen Sibert or
Denise Isaac
202/994-6460

**CONFLICT IN CLASSROOMS: NOT NECESSARILY BAD
ACCORDING TO NEW GW STUDY**

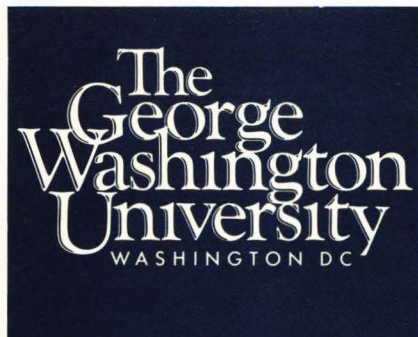
WASHINGTON -- The Educational Resource Information Center (ERIC) Clearinghouse on Higher Education at The George Washington University has introduced a new report on conflict in the classroom by **David W. Johnson, Roger T. Johnson and Karl A. Smith**, all of the University of Minnesota. The report, **"Academic Controversy: Enriching College Instruction Through Instructional Conflict,"** centers on creating student involvement in learning, intellectual curiosity, intrinsic motivation to learn, higher achievement and higher-level reasoning by teaching students to learn and master the procedure and skill required for managing intellectual conflicts constructively.

Johnson, Johnson and Smith contend that when controversy is suppressed and concurrence-seeking is emphasized, defects in making decisions appear. Among the most prevalent defects are: stifling disagreement, seeking support for only one alternative view, drawing on biased information, suppressing information to make arguments one-sided, creating an illusion of judgmental accuracy and becoming over-confident which destroys the discovery of knowledge. The report offers a groundwork and guide for faculty and staff to follow in order to achieve the goals set by colleges to prepare students for most careers, where group decision-making is an everyday occurrence.

Looking forward to the future, the instructor's role in conducting an academic controversy involves making a number of pre-instructional decisions, explaining the task and the controversy procedure, monitoring the effectiveness of the controversy procedure and evaluating students' achievement. The more students participate in the controversy process, the more they will learn, the more they will like each other and the healthier they will be psychologically. It has been demonstrated that academic controversies enrich rather than disrupt classroom life.

"Enriching College instruction With Constructive Controversy" is Volume 25, No. 3 of the Higher Education Report Series from the Association for the Study of Higher Education (ASHE)-ERIC Clearinghouse on Higher Education. The ERIC Clearinghouse on Higher Education is a sponsored project of The George Washington University's Graduate School of Education and Human Development.

The monograph is available for \$24.00 from ASHE-ERIC Education Reports, The George Washington University, One Dupont Circle, NW, Suite 630, Washington, D.C., 20036-1183. Copies for review by the educational press are available upon request. For more information, contact Cherri Wright at ERIC by phone: 202/296-2597 or e-mail: cwright@eric-he.edu.



NEWS

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FOR IMMEDIATE RELEASE

May 7, 1997

MEDIA CONTACT: ALEXA KIM

(202) 994-3087

**CUTTING-EDGE SPECIAL EVENT LASER TECHNOLOGY TO BE
DEMONSTRATED AT GW MAY 7**

EVENT: "Video Laser Demonstration," co-sponsored by The George Washington University's Event Management Program and Department of Theatre and Dance. A new laser time-shared vector and raster-scanned projection system, the first to enable a video projector to use laser light to produce life-size images, will be shown to its full capacity. This powerful laser light, which achieves the effect of populating a room with life-like images, is already in use for theatrical purposes and special events. On hand to produce the demonstration will be Walter Meador, president of Laser Rentals in Joplin, Missouri, who has produced major laser production shows for the Pink Floyd tour and the opening of the Trump Taj Mahal Resort, among others.

WHEN: Wednesday, May 7, 1997
4-5 p.m.

WHERE: The George Washington University
Marvin Center Theatre
800 21st. Street, NW
Washington, D.C.

COST: Free and open to the public.

BACKGROUND:

GW's School of Business and Public Management is dedicated to academic excellence in the study, teaching and research of management and policy in the public and private sectors -- both within the United States and internationally. The school comprises seven departments -- accountancy, finance, international business, management science, marketing, public administration and strategic management and public policy. The school is also home to the International Institute of Tourism Studies.

-- GW --



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FOR IMMEDIATE RELEASE

May 7, 1997

CONTACT: Mike Freedman or
Karen Sibert
202/994-6460

-- MEDIA ADVISORY --

BILL COSBY TO ADDRESS GRADUATES AT THE GEORGE WASHINGTON UNIVERSITY COMMENCEMENT ON THE ELLIPSE MAY 18

**Cosby to Join Elizabeth Campbell, I. Bernard Cohen and Laszlo
Tauber in Receiving Honorary Doctoral Degrees**

WASHINGTON -- Stephen Joel Trachtenberg, president of The George Washington University, has announced that **Bill Cosby** will address the graduating class of 1997 at GW's Commencement on the Ellipse, Sunday, May 18. In addition, Cosby will receive an honorary doctorate in humanities. The ceremony, honoring some 3,200 GW graduates, begins at 10 a.m.

Cosby is well known for his commitment to education and for his belief in its value. Cosby himself went back to college, long after he had achieved much of his success, to obtain a master's degree as well as an Ed.D. Born in Philadelphia, he left high school to enlist in the Navy and attended Temple University following his tour of duty.

"Bill Cosby is a national symbol for educational attainment and family values," said Trachtenberg. "Both in his celluloid persona and in his own personal life, he exemplifies our ability to connect and share despite our differences. The University is proud to welcome him and his message to our campus community."

In addition, honorary degrees will be conferred upon three outstanding contributors to our society:

Elizabeth Pfohl Campbell, will receive an honorary doctorate in public service. Founder of WETA in 1957 and its president for 14 years, Campbell stepped down from the presidency to become the station's vice president for community affairs in 1971. She continues to hold the position today.

A native of North Carolina, Campbell graduated from Salem College and earned a master's degree at Columbia University. She returned to Winston-Salem to teach at the college level following graduation. In 1929, she became dean of Mary Baldwin College in Staunton, Virginia, where she served until her marriage in 1936. Campbell held a seat on Arlington's first elected School Board,

- more -

serving for 12 years and becoming the first woman to be elected to a school board in Virginia. During this period, Campbell joined her husband, Edmund (a prominent Washington attorney), in his successful fight for true desegregation of Virginia's public schools.

Campbell has nurtured WETA's growth to a vibrant present, broadcasting 24-hours a day on radio and 7,000 hours yearly on television, more than 500 of them WETA-produced; initiating educational materials for schools at all levels and teaching tools for day-care providers; and providing workshops with students and teachers.

I. Bernard Cohen, will receive an honorary doctor of science degree. He was the first American to receive a Ph.D. in the field known as the history of science. Founder of Harvard's department of the history of science, Cohen has spent his entire academic career at Harvard University where he earned both undergraduate and graduate degrees. He has developed new methods of teaching science to undergraduates not majoring in the discipline, and has been active in the combined study of science, technology and public policy.

Laszlo N. Tauber, M.D., will receive an honorary doctorate in public service. He is a surgeon, real estate investor and philanthropist. Tauber came to the United States in 1947 from his native Hungary where he had operated a makeshift hospital for Jews who were injured by Nazi sympathizers during the war. Shortly after his arrival, he obtained a teaching fellowship in neurosurgery at The George Washington University and later established Jefferson Memorial Hospital in Alexandria, Virginia. Under his leadership, the hospital accepted any patient it was able to help, regardless of ability to pay. Still a practicing surgeon, Tauber often takes no fee for his services.

Student speaker, Kristie Anne Kirkpatrick, was selected through a University-wide competition. She is a native of Napa, California, and will receive a degree in international affairs from the Elliott School of International Affairs.

Over 20,000 people are expected to attend GW's Commencement, which will be held on the Ellipse, the historic park along Constitution Avenue, NW, opposite the south lawn of the White House. The academic processions for Commencement will begin on the Ellipse at 9:30 a.m. on Sunday, May 18. In the event of conditions which prevent the conduct of ceremonies on the Ellipse, Commencement will be moved to the Charles E. Smith Center on the GW campus. Guests of the graduates will be able to view a live broadcast of the ceremony at designated sites on campus.

The University's Commencement weekend will encompass a number of celebrations, beginning Friday, May 16 with the University Interfaith Baccalaureate Service at Western Presbyterian Church at 3:00 p.m. **The University Doctoral Hooding Ceremony** will take place at 4:30 p.m. at Lisner Auditorium. The ceremony will include doctoral candidates from Columbian School of Arts and Sciences, the School of Business and Public Management, the Graduate School of Education and Human Development and the School of Engineering and Applied Science. A reception will follow.

On **Saturday, May 17**, the **School of Business and Public Management** will hold its student achievement celebration in the Charles E. Smith Center at 8:30 a.m. **The Graduate School of Education and Human Development** will honor its graduates in Lisner Auditorium at 9:00 a.m. The **Phi Beta Kappa Installation** program will be held at 9:30 a.m. in the Marvin Center Theatre.

The Columbian School of Arts and Sciences will conduct its student achievement celebration in the Charles E. Smith Center at 2:00 p.m. **The Elliott School of International Affairs** will honor its graduates at Lisner Auditorium at 2:00 p.m. The commissioning ceremony for the **Naval Reserve Officers Training Corps** will be conducted at 2:00 p.m. at the Iwo Jima Memorial.

The May 17 schedule continues at the Renaissance Mayflower Hotel (1127 Connecticut Avenue, NW), site of **The Distinguished Alumni Achievement Awards dinner** at 6 p.m. This annual black-tie event honors outstanding alumni of the University.

1997 Distinguished Alumni Achievement Awards will be conveyed to six individuals: **Archer L. Durham**, MS '75, Elliott School of International Affairs, is a retired major general of the United States Air Force. He currently serves as assistant secretary, Human Resources and Administration, United States Department of Energy. **Alan Kay**, BA '57, JD '59, Columbian School of Arts and Sciences, is a magistrate judge, U.S. District Court in the District of Columbia Circuit. **Patrick J. Martin**, MA '66, DSC '72, Columbian School of Arts and Sciences and School of Engineering and Applied Science, is president of Americas Customer Operations and corporate vice president of Xerox Corporation. **Floretta Dukes McKenzie**, EDD '85, Graduate School of Education and Human Development, is founder and president of the McKenzie Group, Inc., an educational consulting firm. She formerly served as deputy assistant secretary with the U.S. Department of Education and as superintendent of the District of Columbia Public Schools. **John Wallace McMeel**, AB '49, MD '53, Columbian School of Arts and Sciences and The George Washington University School of Medicine, is the clinical senior scientist at the Schepens Eye Research Institute. **Nakyun Shin**, MA '84, EDS '91, Graduate School of Education and Human Development, is congresswoman of the 15th National Assembly and vice president of the National Congress for New Politics party, Seoul, Korea.

"The Monumental Celebration at Union Station" honoring graduates will be held in the Main and East Halls of Union Station (50 Massachusetts Avenue, NE) beginning at 8 p.m. on May 17. The evening will feature live entertainment, desserts and dancing to "Odyssey." This celebration is for the entire University community, their family members and guests. Reservations are required.

On Sunday, May 18, the GW academic processions will begin on the Ellipse at 9:30 a.m. The Commencement ceremony will begin at 10 a.m.

At 2:00 p.m. Sunday, the School of Engineering and Applied Science will conduct its celebration of student achievement at the Charles E. Smith Center. **The School of Medicine and Health Sciences** including health science, public health and exercise science degree candidates will honor its graduates in a ceremony at the Marvin Center Theatre at 1:30 p.m. Those graduates of the **School of Medicine and Health Sciences** receiving doctor of medicine diplomas will do so at a ceremony in Lisner Auditorium at 2:30 p.m.

Members of the media interested in attending GW's Commencement should contact Michael Freedman or Karen Sibert of the GW Office of Public Affairs at (202) 994-6460.



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FOR IMMEDIATE RELEASE

May 8, 1997

MEDIA CONTACT: ALEXA KIM

(202) 994-3087

**ANIMA MUNDI DANCE COMPANY TO PRESENT
"AN EVENING WITH ANIMA MUNDI," A ONE-NIGHT ONLY
PERFORMANCE AT GW JUNE 4**

**An Evening of Classical Songs and Contemporary Dance Created to Celebrate the
Gifts of Nature and Awaken Kinship with the Rest of the Natural World**

- EVENT:** "An Evening with Anima Mundi," a one-time only seven-part dance performance sponsored by The George Washington University Institute for the Environment and EcoStewards Alliance. This ecological dance performance will be introduced by EcoVoce performing "Splendors of Nature," featuring soprano Denise Freeland.
- WHEN:** Wednesday, June 4, 1997
7:00 p.m. Performance
9:00 p.m. Reception with performers (tickets are required)
- WHERE:** The George Washington University
Dorothy Betts Theater
Marvin Center
800 21st Street, NW
Washington, D.C.
- COST:** \$15 general admission tickets and \$10 reception tickets available through TicketMaster, (202) 432-SEAT, \$10 full-time students/seniors tickets and \$10 reception tickets available through GW Newsstand, (202) 994-7411, or Julie Relyea, (202) 994-3366.

BACKGROUND:

Anima Mundi Dance Company is based in the San Francisco Bay Area. Artistic directors Kathryn Roszak and Christopher Castle gather international artists and create powerful performances provocatively linking ancient myths with contemporary environmental themes. Anima Mundi specializes in collaborations with a particular emphasis on original music.

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"Splendors of Nature," performed by EcoVoce, is a distinctive vocal music concert program especially created to celebrate the gifts of nature and enhance the awareness of ecological issues. Inspired by personal reverence for the natural world and concern for its preservation, this performance includes songs from the classical music repertoire which portrays the attributes of nature, reveal our kinship with the earth, explore our relationship with animals and show how nature affects the human spirit. The program is sprinkled with brief interludes of narration, adding environmental information to the musical experience.

EcoStewards Alliance is a nonprofit, grassroots, membership organization whose mission is "Awakening our selves, aligning with nature...one choice at a time." Members concentrate on exploring the reciprocal and inextricable linkage between the well-being of the "inner ecology," the intellectual, spiritual, emotional and physical aspects of the self, and the condition of the "outer ecology," the health of the environment and the natural world.

The George Washington University Institute for the Environment was created to carry out the GW Green University Initiative. Its mission is to commit the resources and expertise of the University to create a sustainable future. They are working to infuse a strong, positive environmental ethic into all activities, including education, research and service, while developing sustainable facilities on campus.

FOR IMMEDIATE RELEASE
May 12, 1997

MEDIA CONTACT: Audra Garling
(202) 994-6467

GW NAMES NEW DEAN FOR COLUMBIAN SCHOOL OF ARTS AND SCIENCES

Dr. Lester A. Lefton, dean of the College of Liberal Arts at the University of South Carolina, to join GW July 1

Washington -- The George Washington University has named Dr. Lester A. Lefton as the new dean of the Columbian School of Arts and Sciences. Lefton, professor of psychology and dean of the College of Liberal Arts at the University of South Carolina, will join GW on July 1, 1997.

"I am extremely pleased that Dr. Lefton has accepted our invitation to be the next dean of the Columbian School of Arts and Sciences," said Donald Lehman, vice president of Academic Affairs at GW. "He brings to GW the academic background in both teaching and research, plus administrative experience in academic planning to provide the platform for developing further our academic strengths within CSAS, and raising our recognition."

"As dean, I look forward to implementing an open management style," said Lefton. "No University can exist today without developing criteria which stress excellence in the key missions of the institution. Also I intend to help faculty establish realistic and high standards for their own scholarship and teaching."

Lefton, elected fellow of the American Psychological Association in 1995, is noted for his energetic teaching style and his widely used introductory psychology textbook, "Psychology," which is now in its sixth edition.

Trained as an experimental psychologist, with particular interest in sensation, perception and cognitive psychology, Lefton has taught numerous courses including research methods, statistics, perception, developmental psychology, abnormal psychology and, his specialty, introductory psychology. Lefton is an award-winning teacher who has specialized recently in the scholarship of teaching introductory courses to large classes, particularly introductory psychology.

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Since 1994, Lefton has served as dean of the University of South Carolina's College of Liberal Arts where he established a mentoring program for new faculty, worked with faculty to develop multidisciplinary research teams and created a college/community partnership board to raise endowment funds. In addition, he has organized a special dean's diversity advisory committee which works on multicultural curriculum and gender and race issues.

Prior to being appointed dean of the College of Liberal Arts at the University of South Carolina, Lefton was chair of its psychology department for eight years. He first came to the University of South Carolina in 1972 as an assistant professor and in 1980 was promoted to professor. From 1985-1987, he was the University's director of undergraduate education in psychology where he supervised all undergraduate instruction and the student services office. Also Lefton served as director of graduate studies in general-experimental psychology.

Lefton earned his bachelor's degree in psychology from Northeastern University in 1969 and his doctorate from the University of Rochester in 1974.

Noted for his interests in the well-being of students and issues in higher education, Lefton also enjoys listening to Chopin and mountain biking. He and his wife, Linda, an attorney, have two college-age children.

Dr. Edward A. Caress has been serving as the interim dean of the Columbian School of Arts and Sciences since July 1995. "President Trachtenberg and I extend to Dean Caress our appreciation for his excellent service as interim dean of the Columbian School of Arts and Sciences," said Lehman. "We are grateful for his attention to moving the academic program aspects of the School forward while providing solid management of day-to-day operations. It all adds to the fine record of service he has provided to the University over his years at GW." Caress will return to his original position as executive associate dean and professor of chemistry in the Columbian School.

Located four blocks from the White House, The George Washington University was created by an Act of Congress in 1821. Today, GW is the largest institution of higher education in the nation's capital. The University offers comprehensive programs of undergraduate and graduate liberal arts study as well as degree programs in medicine, law, engineering, education, business/public management and international affairs. Each year GW enrolls a diverse population of 19,000 undergraduate, graduate and professional students from all 50 states, the District of Columbia and 120 countries.



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FOR IMMEDIATE RELEASE
May 13, 1997

MEDIA CONTACT: ALEXA KIM
(202) 994-3087

F. DAVID FOWLER TO RETIRE AS DEAN OF GW'S SCHOOL OF BUSINESS AND PUBLIC MANAGEMENT

Washington – The George Washington University has announced that F. David Fowler will retire as dean of the School of Business and Public Management (SBPM) at the conclusion of the current academic year.

“David Fowler’s accomplishments during his five-year tenure as dean mark him as a leader not soon to be forgotten,” said GW President Stephen Joel Trachtenberg. “He leaves the School of Business and Public Management in a position of strength and stability. We are grateful for his commitment to our students, our faculty and our institution.”

During Fowler’s tenure, the quality of new graduate students steadily rose, with GMAT scores for entering MBA candidates increasing 40 points in the last three years. The average SAT score for students in the undergraduate business program, one of the most popular majors at the University, also increased steadily in the last three years.

For the second consecutive year, *U.S. News and World Report* has ranked SBPM’s part-time M.B.A program among the 20 best in America. The U.S. Association for Small Business and Entrepreneurship named SBPM’s entrepreneurship program the best in the country and for the third year in a row SBPM has been recognized by *Success* magazine as one of the top business schools for entrepreneurs. The school’s Organizational Behavior and Development Program also ranked among the top five nationally by academics, practitioners and managers in a survey published in *OD Practitioner*.

Two years ago, the school established the joint Master of Business Administration in International Business/Master of Arts in International Affairs program, which attracts outstanding students and has a highly selective admissions process. Also, in the summer of 1995, the International Institute of Tourism Studies established a certificate in tourism destination management, in response to increased student interest in tourism administration.

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In January of 1996, SBPM began offering an Accelerated M.B.A. (A.M.B.A.) at the University's Graduate Education Center in Alexandria, Virginia, to 40 outstanding students chosen from some 200 applicants. As of January 1997, the A.M.B.A. program is also offered at the Foggy Bottom campus. Fowler also oversaw the addition of the school's third five-year program, the Bachelor of Business Administration/Master of Science in Information Systems, and the new Master of Science in Project Management.

In 1996, the school launched four new research centers—the Center for Public Financial Management, the Financial Markets Research Institute, the Institute for Global Management and Research, and the Center for Law Practice Strategy and Management Faculty. This brings to ten the total number of SBPM research centers that promote collaboration with and outreach to the American and international management communities.

Fowler, who served as dean since July 1, 1992, arrived from KPMG Peat Marwick, where he was managing partner of the Washington office and member of the board of directors. He had also served as chairman, International Personnel Development Committee; chairman, KPMG Peat Marwick Foundation and as a member of the operating and strategic planning committees. Prior to joining Peat Marwick, Fowler was a treasurer in a privately held company.

GW's School of Business and Public Management is dedicated to academic excellence in the study, teaching and research of management and policy in the public and private sectors -- both within the United States and internationally. The school comprises seven departments -- accountancy, finance, international business, management science, marketing, public administration and strategic management and public policy. The school is also home to the International Institute of Tourism Studies.



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FOR IMMEDIATE RELEASE
May 14, 1997

MEDIA CONTACT: ALEXA KIM
(202) 994-3087

INCREASE YOUR KNOWLEDGE ASSETS AT THE NEW MANAGEMENT FORUM AT GW MAY 29

GW Faculty to Share Expertise on Hot Management Topics in the Information Age

EVENT: "Understanding the New Management," a multi-disciplinary day-long seminar sponsored by The George Washington University School of Business and Public Management. The forum offers a rare chance to hear faculty members discuss their cutting-edge management research and areas of consulting expertise. Hot management topics such as the new frontiers of management in the Information Age; the knowledge revolution and how to manage knowledge assets; the death of hierarchy and what that means for organizations; bottom-up structures and how they work; globalization of organizations; and pioneering the knowledge society will be covered.

WHEN: Thursday, May 29, 1997
9:00 a.m.-5:00 p.m.

WHERE: The George Washington University
Dorothy Betts Theatre
Marvin Center
800 21st Street, NW
Washington, D.C.

COST: \$295 per participant, \$75 per GW Alumnus/a.

To register for *Understanding the New Management*, please contact the Office of Professional Development and Research at (202) 994-5200 or e-mail OPDR@gwis2.circ.gwu.edu

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FOR IMMEDIATE RELEASE
May 14, 1997

MEDIA CONTACT: Karen Sibert
202/994-9023

-- MEDIA ADVISORY --

**NEW MEXICO SUPREME COURT JUSTICE JOSEPH F. BACA TO KEYNOTE
GW LAW SCHOOL COMMENCEMENT MAY 25**

**Supreme Court Justice Ruth Bader Ginsburg to be Presented
with Honorary Degree**

WHAT: The George Washington University Law School
Graduation
Keynote Speaker: The Honorable Joseph F. Baca, New
Mexico Supreme Court Justice

WHEN: Sunday, May 25, 1997
1:30 p.m.

WHERE: The George Washington University
Smith Center
600 22nd Street, NW (at the corner of G Street)
(Three blocks from the Foggy Bottom/GWU metro
stop)

BACKGROUND:

Justice Baca has served on the New Mexico Supreme Court since 1989. He held the position of chief justice from 1994 to 1996. His new eight-year term as a justice of the court began January 1, 1997. A 1964 graduate of the Law School, Baca was awarded the J. William Fulbright Distinguished Public Service Award by The George Washington University Law Alumni Association in 1994. At the same time, the Law School's Hispanic Law Students Association also honored him. Baca is one of the most senior Hispanic American members of the judiciary.

Nominated by President Clinton as Associate Justice of the United States Supreme Court, Ruth Bader Ginsburg took her oath of office in 1993. Prior to her appointment to the Supreme Court, she served for three years on the bench of the United States Court of Appeals for the District of Columbia Circuit. She has served on the law faculty at Columbia University, Rutgers, the State University of New Jersey, University of Amsterdam, Harvard University, New York University, University of Strasbourg, the Salzburg Seminar in American Studies and the Aspen Institute for Humanistic Behavior.

Members of the media interested in covering the Law School Graduation and Justice Baca's address, should contact Karen Sibert in the GW Office of Public Affairs, (202) 994-9023.

NOV 20 1964

Dave Anderson
CAMPUS MAIL

FOR IMMEDIATE RELEASE
May 19, 1997

MEDIA CONTACT: Audra Garling
(202) 994-6467

**GW PROFESSOR AMITAI ETZIONI TO RECEIVE BRUNO BRAND TOLERANCE
BOOK AWARD FOR "THE NEW GOLDEN RULE"**

**Simon Wiesenthal Center to present its annual award
at Manhattan's Rizzoli Bookstore June 16**

Washington -- Amitai Etzioni, noted sociologist and University Professor at The George Washington University, has been selected to receive the Simon Wiesenthal Center's annual Bruno Brand Tolerance Book Award for his recent book "The New Golden Rule: Community and Morality in a Democratic Society." **The award will be presented and a book-signing will be held on Monday, June 16, 1997 at 5:30 p.m. in Rizzoli Bookstore, located at 31 West 57th Street, New York City.**

"The New Golden Rule," published in January 1997 by Basic Books, is the result of Amitai Etzioni's work at GW's Center for Communitarian Policy Studies. Drawing on a long life of sociological study and policy research, Etzioni outlines numerous changes in specific practices and public policy, from those concerning free speech to public safety, from socio-economic policy to a fundamentally new way to deal with diversity. Suggesting we bypass debate between pro-government liberals and free-market conservatives, Etzioni seeks alternatives in dealing with anti-social behavior and moral decay. He takes issue with liberals, libertarians and laissez-faire conservatives who oppose the social promotion of virtue on the grounds that such promotion infringes on individual liberties.

Etzioni, an internationally-renowned communitarian leader, joined The George Washington University in 1980 as its first University Professor. He served as the Thomas Henry Carroll Ford Foundation Professor at the Harvard Business School from 1987-89 and was guest scholar at the Brookings Institution from 1978-79. The 1995 president of the American Sociological Association, Etzioni spent 20 years as professor in the sociology department at Columbia University, part of that time as department chair.

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Etzioni is the founder and director of the Communitarian Network, a nonsectarian, nonpartisan, nationwide coalition of individuals and organizations, based at The George Washington University, who have come together to shore up the moral, social and political environment. He is also founder and first president of the International Society for the Advancement of Socio-Economics and now serves as an honorary fellow.

A distinguished panel of independent judges including Dr. John Pawlikowski, professor of Social Ethics at the Catholic Theological Union in Chicago; E.R. Shipp, professor of journalism at the Columbia Graduate School of Journalism and columnist for the *New York Daily News*; and Naomi Wolf, author and lecturer, chose "The New Golden Rule" as the only recipient this year.

This award is made possible through the generosity of Sandra Brand in memory of her only child, Bruno, who perished in the Holocaust. Brand is a survivor, author and volunteer lecturer for the Simon Wiesenthal Center.

The Simon Wiesenthal Center is an international human rights organization dedicated to preserving the memory of the Holocaust, and to fostering tolerance and understanding through community involvement, educational outreach and social action. The Center, together with its highly acclaimed Museum of Tolerance, confronts important contemporary issues including racism, antisemitism, terrorism and genocide.

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For more information on the award presentation or to make reservations, please call Audra Garling in the GW Public Affairs Office at (202) 994-6467.



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FOR IMMEDIATE RELEASE
May 20, 1997

MEDIA CONTACT: Audra Garling
(202) 994-6467

**GW APPOINTS INTERNATIONALLY-RENOWNED ANTHROPOLOGIST BERNARD A. WOOD
TO COLUMBIAN SCHOOL OF ARTS AND SCIENCES HENRY LUCE PROFESSORSHIP**

**Liverpool professor to lead interdisciplinary program
in human origins this fall**

Washington -- The George Washington University has appointed Professor Bernard A. Wood, of the University of Liverpool, to its Henry Luce Professorship in Human Origins at the Columbian School of Arts and Sciences. Wood will assume his position at GW in the fall of 1997.

In addition to the Luce Professorship in the Columbian School, Wood will serve as professor of human evolutionary anatomy in GW's School of Medicine and Health Sciences. Also, Wood will hold a research position at the Smithsonian Institution's Natural History Museum, which played an integral role in the design of the Luce Professorship.

Wood will work with colleagues to establish a **Center for the Advanced Study of Human Evolution**. It will promote and prosecute world-class laboratory research related to the study of human origins and will be a focus for advanced research training. This will be a joint initiative between GW and the Smithsonian and will further secure the ties between the two which began as early as 1870.

"President Trachtenberg and I are extremely pleased to have Bernard Wood joining the GW faculty as the Luce Professor in Human Origins research," said Donald R. Lehman, vice president for Academic Affairs. His presence, along with our faculty who work in this field, will catapult GW to the front ranks of institutions that focus on human origins studies. The opportunities for internal and external interdisciplinary collaboration, such as with the Smithsonian Institution, are significantly enhanced."

Wood, the Derby Professor of Anatomy, director of the Hominid Paleontology Research Group and presently dean of the faculty of Medicine at the University of Liverpool, specializes in the areas of primate anatomy, taxonomy and evolution. Author of five published books and more than 250 articles and reviews, he is best known for his work on the morphology and taxonomy of East African hominids. Along with conducting wide-ranging research, Wood is experienced in curriculum design and administration.

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Before joining the University of Liverpool, Wood was a lecturer in the departments of anatomy at the University of London's Middlesex Hospital and Charing Cross Hospital Medical Schools. From 1975-1982, he served as senior lecturer and then reader at the University of London. During this time, Wood was a visiting professor at the Australian National University in Canberra and at Kent State University. In 1982, he was appointed SA Courtauld Professor of Anatomy at the University of London. Wood remained there until his appointment as Derby Professor of Anatomy and chair of the department of anatomy at the University of Liverpool. In 1986, he was named head of the department of human anatomy and cell biology.

Wood, who trained and briefly practiced as a physician, received his bachelor of science degree with first-class honors from the Middlesex Hospital Medical School, University of London, in 1966. Wood earned his MD with honors in pathology in 1969 and his doctorate in 1975 from the University of London.

"This professorship brings together various disparate approaches to human origins represented at such prestigious research institutions as Carnegie, Howard University and GW," said Joel Kuipers, chair of the Luce Professorship search committee and GW professor of anthropology. "It embodies an interdisciplinary approach to this form of inquiry."

After being selected from nearly 50 competing institutions for one of three grants presented by the Henry R. Luce Foundation in 1995, GW commissioned an interdisciplinary committee to conduct an extensive international search. Five finalists made presentations during the spring of 1996 and terms of the appointment were finalized in late September of that year. Established in July 1995 by the Henry R. Luce Foundation, the Luce Professorship in Human Origins at GW is a six-year grant with the possibility of a three-year extension.

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OFFICE OF UNIVERSITY RELATIONS • WASHINGTON, D.C. 20052 • (202)994-6460

FOR IMMEDIATE RELEASE

May 21, 1997

MEDIA CONTACTS:

GW: Karen Sibert (202) 994-9023

DC: Terrie Howard (202) 727-6053

**** MEDIA ADVISORY ****

**FANNIE MAE FOUNDATION, GW, D.C. AND PRIVATE SECTOR TO
ANNOUNCE PARTNERSHIP BOLSTERING DISTRICT LEADERSHIP MAY 28**

**\$1.5 Million Fannie Mae Foundation Gift to Launch Center for Excellence in
Municipal Management Providing D.C. Government with Leadership Training**

EVENT: **Press Conference** announcing the launch of the Center for Excellence in Municipal Management (CEMM) and **Fannie Mae Foundation's** gift of \$1.5 million to the partnership. As the founding partner of CEMM, the Fannie Mae Foundation is the lead funder in private sector support. Other major partners include **The World Bank, Giant Food Inc. and Computer Data Systems, Inc.** Designed to provide leadership and management training to the managerial and executive corps of the D.C. Government, including D.C. Public Schools, this unique initiative involves **The George Washington University, the District of Columbia** and the private sector.

At the press conference, **Wendy R. Sherman, president and CEO** of the Fannie Mae Foundation, will announce the \$1.5 million gift to the Center for Excellence in Municipal Management, which will be followed by statements from **D.C. Mayor Marion Barry** and George Washington University **President Stephen Joel Trachtenberg. City Administrator Michael Rogers** and **Dean F. David Fowler** of GW's School of Business and Public Management will also be in attendance.

WHEN: **Wednesday, May 28, 1997**
10 a.m.

WHERE: The George Washington University
Marvin Center Ballroom, 3rd Floor
800 21st St., NW
Washington, D.C.

NOTE: An informal reception with Mayor Barry, President and CEO Sherman, President Trachtenberg and others will be held immediately after the press conference.

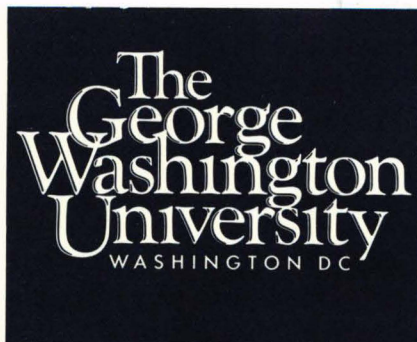
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BACKGROUND:

With its gift of \$1.5 million, the Fannie Mae Foundation, along with the District of Columbia government and The George Washington University, will announce the establishment of the Center for Excellence in Municipal Management and describe its leadership development initiatives. The Foundation's founding gift to this unique partnership has led to additional commitments from The World Bank, Giant Food Inc. and Computer Data Systems, Inc. as well as support from the District of Columbia Financial Management and Control Authority and other key public and private stakeholders.

The George Washington University School of Business and Public Management's Center for Excellence in Municipal Management is based on an unprecedented public-private partnership, that brings together all of the District's key stakeholders—businesses and professional organizations, citizens and community groups, educational and charitable institutions and government at all levels—to collectively work toward developing a highly-skilled and well-trained managerial and executive corps capable of providing the leadership necessary to transform the District government into a high-performance organization.

GW's School of Business and Public Management is dedicated to academic excellence in the study, teaching and research of management and policy in the public and private sectors -- both within the United States and internationally. The school comprises eight departments -- accountancy, finance, hospitality and tourism management, international business, management science, marketing, public administration and strategic management and public policy.



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FOR IMMEDIATE RELEASE
May 21, 1997

Media Contact: Bob Ludwig
(202) 994-1423

GW SOLAR CAR QUALIFIES FOR #1 STARTING POSITION IN *SUNRAYCE* '97

World Champion Car Set to Challenge 40 Top College and University Teams From Across North America in 10-Day, 1,230-mile Road Race June 19-28

Washington -- The George Washington University Solar Car Team has earned the pole position for *Sunrayce* '97, the 10-day, 1,230-mile road race that begins at the Indianapolis Motor Speedway in Indiana, on June 19 and ends in Colorado Springs, Colorado, on June 28. The University's car, known as the "GW," qualified for the No. 1 starting position out of 40 teams from colleges and universities throughout North America.

After upgrading many of the car's components, and introducing a new graphic design for the body of the sleek, tear-drop shaped vehicle, GW's Solar Car Team will attempt to win its third consecutive major race. The "GW" raced in Japan last summer, winning both the 1996 World Solar Car Rallye in Akita and the Solar Car Sprint Rally and Environmental Exhibition in Noto. The victory in Akita marked the first time in the history of the event that a car entered in the low-cost Junior class won the overall race, ahead of multi-million-dollar entries.

Sponsored by the U.S. Department of Energy, General Motors and EDS, *Sunrayce* '97 consists of ten stages, where all cars race each stage from one town to another. The winner is determined by the team with the lowest cumulative time from Indianapolis to Colorado Springs. Daily winners will also be honored, and other awards will be presented for sportsmanship and teamwork.

As part of the race, each team has an "adopted" town that has planned special events and activities when they complete a stage of the race in that town. GW's designated home-away-from-home is St. Francis, Kansas, the finishing point for the eighth stage.

Students from the School of Engineering and Applied Science designed and built the "GW" and have been joined by others majoring in business and communications to assist with all aspects of the solar car program, from fundraising and marketing activities to detailed planning of race logistics and strategy. More than 50 sponsors, including Ford Motor Company, have contributed money, materials and services to the project.

A member of the GW Solar Car Team will be submitting updates after each stage of the race. For more information about the race, the team or to arrange for daily updates, please call Bob Ludwig in GW's Office of Public Affairs at (202) 994-1423.

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Dave Anderson
CAMPUS MAIL
Room 207



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FOR IMMEDIATE RELEASE

May 22, 1997

MEDIA CONTACT: Audra Garling

(202) 994-6467

JEAN FOLKERTS NAMED DIRECTOR OF GW'S SCHOOL OF MEDIA AND PUBLIC AFFAIRS

Washington -- The George Washington University has announced the appointment of Professor Jean Folkerts as director of the GW School of Media and Public Affairs. Currently acting director, Folkerts will serve a three-year term beginning July 1, 1997.

"The School of Media and Public Affairs is a dynamic program," said Donald R. Lehman, vice president for academic affairs at GW. "Firmly grounded in the arts and sciences, it provides students with knowledge about the role of media in a democratic society and access to media institutions in the Washington area and the nation. Jean's professional accomplishments and national academic reputation make her the ideal leader to continue bringing national prominence to the School and its programs."

Folkerts joined the GW faculty in 1990 and became director of the journalism program in 1994. Folkerts was appointed acting director of SMPA in July 1996 when then-director Jarol Manheim, SMPA professor of political communication and political science, went on sabbatical.

Folkerts, who began her journalism career in 1967 as a student reporter in Vietnam, was a reporter for the *Topeka Capital-Journal*, assistant press secretary for former Governor Robert Bennett of Kansas and editor of *Menninger Perspective*, the Menninger Foundation's international publication for education in mental health.

The editor of the premiere scholarly journal for journalism, the *Journalism & Mass Communication Quarterly*, Folkerts has published the book "Voices of a Nation" with co-author Dwight Teeter and edited a volume of essays, "Media Voices." Also, she has co-authored with Stephen Lacy and Lucinda Davenport an introductory media and society text, "Media in Your Life," which is scheduled for publication in December 1997.

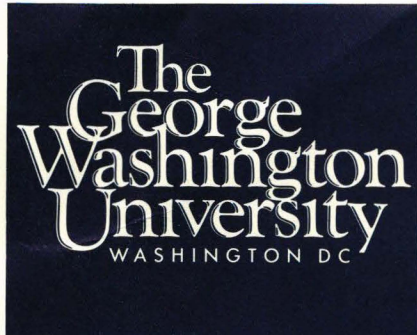
A journalism historian, Folkerts has chaired the history division of the Association for Education in Journalism and Mass Communication and served on its Professional Freedom and Responsibility Steering Committee. Also, she regularly speaks to foreign journalists through programs at Delphi International and Meridian House and has been a guest speaker at the National War College.

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A native Kansan, Folkerts earned her bachelor's and master's degrees in journalism and mass communication from Kansas State University. She received her Ph.D. in American Studies from the University of Kansas.

The GW School of Media and Public Affairs offers degree programs in journalism, political communication and radio-television. Formerly the National Center for Communication Studies, the unit was renamed in 1996 to more accurately represent its emphasis on the media. A division of GW's Columbian School of Arts and Sciences, SMPA focuses on the many important relationships between media and the various institutions of public life -- government, education, corporations and associations. The program is based on a belief that quality mediated communication is a central ingredient of a democratic and prosperous society.

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FOR IMMEDIATE RELEASE
May 22, 1997

MEDIA CONTACT: ALEXA KIM
(202) 994-3087

**KPMG PEAT MARWICK PLEDGES \$100,000 IN HONOR OF RETIRING DEAN
OF GW SCHOOL OF BUSINESS AND PUBLIC MANAGEMENT
F. DAVID FOWLER**

**Fund Creates KPMG Peat Marwick Career Resource Center in
Business School's Newly Established F. David Fowler Career Center**

WASHINGTON -- In recognition of F. David Fowler, who is retiring as the dean of The George Washington University School of Business and Public Management, three entities of KPMG Peat Marwick—the Washington, D.C. office, the KPMG Peat Marwick Foundation and Fowler's former partners—have pledged \$100,000 to the F. David Fowler Fund for Career Services. The pledge honors Fowler's lifetime accomplishments as both a former partner with KPMG Peat Marwick LLP and as dean of the School of Business and Public Management. The gift will fund the KPMG Peat Marwick Career Resource Center in the newly established F. David Fowler Career Center.

Frank Ross, managing partner of the KPMG Peat Marwick Mid-Atlantic Area and D.C. Offices, and member of the Dean's Associates Council, said, "We are proud to recognize David's ongoing career of service to our organization and to education. In his tenure as dean, he has enhanced the reputation of the school and the University at large. He has worked tirelessly to forge new partnerships that benefit the school and many community organizations in the metropolitan area. In naming the KPMG Peat Marwick Career Resource Center, we are honored to link our firm's name with two institutions he has led so well."

Fowler created the school's Graduate Career Center two years ago with support from the school's alumni, students and business leaders. Headed by Marcella Simon Peralta, the Graduate Career Center addresses the recruitment needs of employers and the job placement needs of the school's students and alumni. Since the creation of the center, corporate involvement with the school has increased, resulting in a 50% increase in on-campus recruitment and a 30% increase in job listings.

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"Over the past year we have made tremendous strides in building relationships with employers and alumni to create opportunities for our students," said Peralta. "We have already received a great deal of positive feedback from students and alumni who have found internships and jobs through the center. This donation from KPMG Peat Marwick will contribute to a state-of-the-art career resource center that will provide students and alumni with timely information essential to their job searches and career development."

Services of the center combine traditional job-search tools with cutting-edge electronic communication capabilities. *JOBFORUM*, an e-mail service available to students and alumni, provides information on newly-posted positions as well as programs and events. Also among the center's services are a resume database that allows employers to search resumes on the World Wide Web; career counseling; videoconferencing for long-distance interviewing; an internship listing service; workshops and on-campus recruitment opportunities.

GW's School of Business and Public Management is dedicated to academic excellence in the study, teaching and research of management and policy in the public and private sectors -- both within the United States and internationally. The school comprises eight departments -- accountancy, finance, tourism and hospitality management, international business, management science, marketing, public administration and strategic management and public policy.

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FOR IMMEDIATE RELEASE
May 23, 1997

Media Contact: Bob Ludwig
(202) 994-1423

ARCHITECTS OF THE MARSHALL PLAN TO REUNITE FOR FIRST TIME AT GW CONFERENCE JUNE 2

Paul Nitze, Arthur M. Schlesinger Jr. and Lincoln Gordon to Join Secretary of the Treasury Robert E. Rubin, Chairman of the House International Affairs Committee Benjamin A. Gilman (R-NY), and Jack Kemp at Commemorative Event

EVENT: "The Marshall Plan: Perspectives of Participants Fifty Years Later," a conference reuniting for the first time many of the people who were instrumental in formulating and carrying out the Marshall Plan to aid Europe after World War II. Sponsored by The George Washington University Elliott School of International Affairs' Program on Transitions to Democracy.

Conference participants include the following individuals who designed and carried out the Marshall Plan: **Paul Nitze, Arthur Schlesinger Jr., Lincoln Gordon, Thomas Schelling, Waldemar Nielson, Paul R. Porter, Phillip Kaiser, Theodore Tannenwald, J. Robert Schaetzel and Theodore Geiger.**

Other distinguished speakers will include **Secretary of the Treasury Robert E. Rubin, Chairman of the House International Affairs Committee Benjamin A. Gilman (R-NY) and Jack Kemp, co-chairman of Empower America.**

DATE: **Monday, June 2, 1997**
9:30 a.m. - 3:30 p.m.
(See Schedule on Page 2)

PLACE: Marvin Center Theatre
The George Washington University
800 21st Street, NW
Washington, D.C.

BACKGROUND:

In one of the most important foreign policy initiatives of the 20th century, the Marshall Plan was introduced by Secretary of State George C. Marshall on June 5, 1947. Under the plan, some \$12 billion was authorized by Congress over a four-year period to aid European countries in redevelopment after World War II.

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**THE MARSHALL PLAN: PERSPECTIVES OF PARTICIPANTS 50 YEARS LATER
PRELIMINARY CONFERENCE ADGENDA**

*The George Washington University
Marvin Center Theatre
June 2, 1997*

**10:00 - 11:00 a.m. Panel I: Genesis and Debate within the Truman Administration,
Persuasion of Congress and the Public.**

Panelists: Paul Nitze and Paul Porter (co-chairs), David Richardson, Benjamin Moore, Philip Kaiser, Harold Seidman, George McGhee.

11:00 - 12 noon Innovation and Implementation

Panelists: Theodore Tannenwald (chair), Theodore Geiger, Jacob Kaplan, Thomas Schelling, Morris Weisz.

12:15 - 1:45 p.m. Luncheon

Speakers: David Acheson, president, The Atlantic Council; Hugo Paemen, ambassador from the European Union; and Jack Kemp, co-chairman of Empower America and former member of Congress.

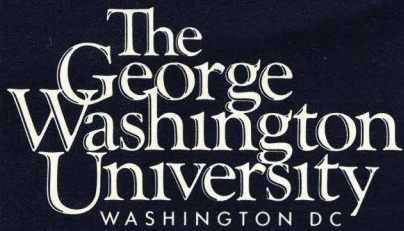
2:00 - 3:00 p.m. Political, Economic and Institutional Results

Panelists: Arthur Schlesinger Jr. (chair), Paul Porter, Lincoln Gordon, Robert Schaetzel, Waldemar Nielson.

3:00 - 5:00 p.m. The Legacy of the Marshall Plan

Panelists: Secretary of the Treasury Robert E. Rubin; U.S. Rep. Benjamin A. Gilman (R-NY), chairman of the House International Relations Committee; and Peter MacPherson, president, Michigan State University, and former director of the U.S. Agency for International Development.

Media Wishing to Cover This Event Should Contact Bob Ludwig in GW's Office of Public Affairs at (202) 994-1423.



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FOR IMMEDIATE RELEASE
May 27, 1997

MEDIA CONTACT: Audra Garling
(202) 994-6467

**GW TO HOST FRIENDS OF THE LIBRARIES ANNUAL DINNER
HONORING SHARON PERCY ROCKEFELLER**

"Our Future Together: Public Service in Broadcasting and Education, A Conversation with Sharon Percy Rockefeller" is topic of annual meeting and dinner June 9

- EVENT:** Friends of the Libraries Annual Meeting and Dinner, hosted by The George Washington University President Stephen Joel Trachtenberg, the University Librarian and the Friends of the Libraries of The George Washington University, honors Sharon Percy Rockefeller.
- WHEN:** Monday, June 9, 1997
6 p.m. Reception
6:45 p.m. Annual Dinner
- WHERE:** The George Washington University
Marvin Center
University Club, 3rd Floor
Washington, D.C.
(Foggy Bottom/Blue and Orange Lines)
- COST:** \$35 for members and \$40 for non-members. Seating is limited and will be filled on a first-come basis. Early reservations are advised. For more information, please call (202) 994-6455.

Background:

President and CEO of WETA, Sharon Percy Rockefeller will present an address on "Our Future Together: Public Service in Broadcasting and Education," as the featured keynote for this year's Friends of the Libraries Annual Meeting and Dinner.

Rockefeller, who has served the public broadcasting community for nearly 20 years as a leader and policymaker, has been president and CEO of WETA, Washington, D.C.'s flagship public television and radio stations, since 1989. She continues to guide WETA to outstanding accomplishments in broadcasting and production.

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Before assuming the top post at WETA, Rockefeller was a member of WETA's Board of Trustees for seven years and a member of the board of directors of the Corporation for Public Broadcasting for 12 years, including four as chairman.

A graduate of Stanford University, she is active in a number of areas including education, fine arts, government and women's issues. She serves on the boards of PepsiCo, the American Program Service, the Washington National Cathedral, The George Washington University, the Greater Washington Board of Trade and the National Gallery of Art. She is a trustee of the Federal City Council and a member and former chairman of the Stanford-in-Washington Council. She was formerly a member of the board of the Public Broadcasting Service, Stanford University, the University of Chicago, the Smithsonian Associates and the St. Albans and National Cathedral Schools. In October of 1994, the National Endowment for the Humanities named Rockefeller a recipient of the Charles Frankel Prize in recognition of her outstanding achievement in promoting the arts and humanities in her public broadcasting career.

In West Virginia she served for 15 years on the board of the West Virginia Educational Broadcasting Authority. Also, she acted as chairman and founder of Mountain Artisans, served as a member of the board of directors of the Sunrise Museum and was a teacher's assistant for the Head Start program in Coal Branch Heights.

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